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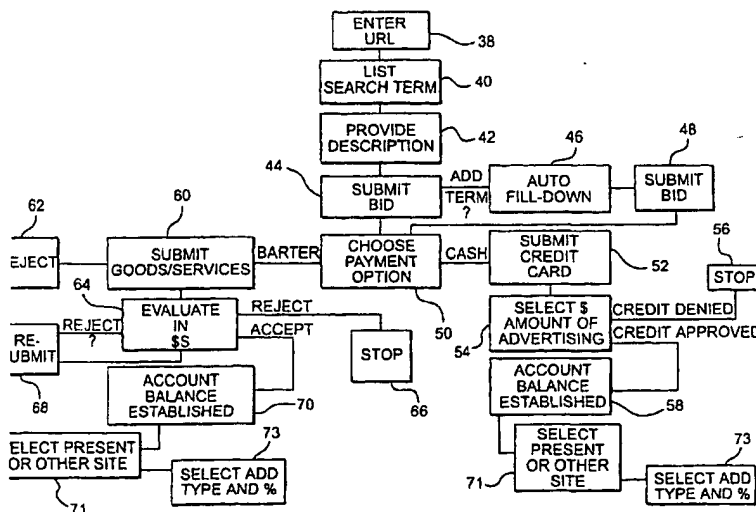
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(54) Title: SYSTEM AND METHOD OF BIDDING FOR PLACEMENT OF ADVERTISEMENTS IN SEARCH ENGINE



(57) Abstract: A search engine provides greater opportunities for advertisers to increase exposure to relevant consumer bases. One aspect of the invention is to provide a barter-per-placement system in which the advertiser offers a quantity of goods and/or services in exchange for placing advertising in pop-up windows and banner advertisements. Bids for placement in either search results, banner advertisements or pop-up windows can be based on a weighted average value of click throughs. Advertisers bid on a per click basis and then are placed according to the value of bid per click times number of click throughs.

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## INTERNATIONAL SEARCH REPORT

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**A. CLASSIFICATION OF SUBJECT MATTER**  
IPC 7 G06F17/60

According to International Patent Classification (IPC) or to both national classification and IPC

**B. FIELDS SEARCHED**

Minimum documentation searched (classification system followed by classification symbols)

IPC 7 G06F

Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched

Electronic data base consulted during the international search (name of data base and, where practical, search terms used)

EPO-Internal, WPI Data, PAJ, INSPEC

**C. DOCUMENTS CONSIDERED TO BE RELEVANT**

Category *	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X	"GoTo Sells Positions" TGE SEARCH ENGINE REPORT, 3 March 1998 (1998-03-03), pages 1-5, XP002119820	1,9,10, 17,22,28
Y	page 1 -page 3	2-8, 11-16, 18-21, 23-27, 29-32
Y	WO 98 36366 A (NORTHERN TELECOM LTD) 20 August 1998 (1998-08-20)  page 6, line 2 -page 8, line 34  -/--	2-8, 11-16, 18-21, 23-27, 29-32

☒ Further documents are listed in the continuation of box C.☒ Patent family members are listed in annex.

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C.(Continuation) DOCUMENTS CONSIDERED TO BE RELEVANT		
Category *	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X	WEISS A: "The evolution of World Wide Web search tools" ONLINE INFORMATION 98. PROCEEDINGS, PROCEEDINGS OF ONLINE INFORMATION 98, LONDON, UK, 8-10 DEC. 1998, pages 289-295, XP001079775 1998, Oxford, UK, Learned Information Europe Ltd, UK ISBN: 1-900871-31-9 page 290, paragraph 10 -page 291, paragraph 1 page 292, paragraph 7 page 293, paragraph 3 ---	1,9,10, 17,22,28
X	W. HILTY: "GoTo.hell - What happens when an onlkin search" OCWEEKLY, 'Online! 11 March 1998 (1998-03-11), pages 1-3, XP002930338 Retrieved from the Internet: <URL:http://www.ocweekly.com/ink/archives/97/27byte-3.11.98-1.html> 'retrieved on 2002-07-03! page 1 -page 3 ---	1,9,10, 17,22,28
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## INTERNATIONAL SEARCH REPORT

Information on patent family members

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